



# WhereWhatWhen

A monthly family magazine of Jewish information, inspiration and opinion.

*Where What When*, established in 1985, is Baltimore's liveliest Jewish magazine.

The *Where What When* is directed to the wide spectrum of Baltimore's Jewish community, and has become a powerful voice in the community. The magazine is circulated by mail and by newsstand throughout the mid-Atlantic Corridor.

The *Where What When*'s timely articles and pertinent advertising have earned it the devotion and enthusiasm of its readers, including men, women and young people.

## Contact Information

410 358-8509 410-358-5192

[www.wherewhatwhen.com](http://www.wherewhatwhen.com)

[adswww@aol.com](mailto:adswww@aol.com)



## Reservation Deadline

## Publication Date

October 16, 2026

October 23, 2026

November 13, 2026

November 20, 2026

December 11, 2026

December 18, 2026

January 8, 2027

January 15, 2027

February 5, 2027

February 12, 2027

March 5, 2027

March 12, 2027

April 2, 2027

April 9, 2027

May 14, 2027

May 21, 2027

June 11, 2027

June 18, 2027

## Special Issues

Chanukah  
Purim  
Pesach

November 20  
March 12  
April 9



# General Advertising Rates

Cover..... \$1,500

Full Glossy Page  
(Page 2 or 3) ..... \$700

Full Glossy Page ..... \$600

## Regular Contract

Full Page.....\$350 .....\$250

1/2 Page.....\$240 .....\$185

1/4 Page.....\$150 .....\$115

1/8 Page.....\$80 .....\$65

1/12 Page.....\$45 .....\$35

## Special 3X Packages

Full Page/3 Consecutive Issues....\$900

1/2 Page/3 Consecutive Issues....\$575

## Mechanical Requirements

Full Page..... 7.25" W x 9.465" H

1/2 Page..... 7.25" W x 4.7" H

1/4 Page..... 3.55" W x 4.7" H

1/6 Page..... 2.35" W x 4.7" H

1/8 Page..... 3.55" W x 2.3" H

1/12 Page..... 2.35" W x 2.3" H

# Instructions For Sending Ads

- All fonts **MUST** be embedded in PDF.
- All ads need a border (or some sort or a clearly defined ad space, like a dark background).
- If a JPEG image (or photo) is being sent it must be at least 300 dpi (72 dpi is unacceptable). Images taken from websites are generally 72 dpi and low quality.
- **COLOR ADS:** All elements and images in the ad must be in CMYK (not RGB). All black **TEXT** must be made up of pure black (i.e. no cyan, magenta or yellow in addition to black).
- Ads must be sent to [adswww@aol.com](mailto:adswww@aol.com) with the name of the business in the subject line.

